

Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS)
Public Education and Outreach Committee
MEETING NOTES
September 15, 2008

Participants:

Gail Cismowski - Central Valley Regional Water Board, Sacramento
Daniel Cozad – Integrated Planning & Management
Mark Felton - Culligan
Rosa Lau-Staggs - City of Fresno
Karl Longley - Valley Regional Water Quality Control Board
Jim Martin - Central Valley Regional Water Board, Sacramento
Tom Reyes – City of Vacaville
Sandra Salazar-Thompson - State Water Resources Control Board
Kathie Smith – State Water Resources Control Board
Dan Odenweller– Central Valley Regional Water Quality Control Board

Teleconferencing

Danielle Blacet – California Association of Sanitation Agencies
Beth Stern - Water Education Foundation

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- Meeting started at 0940, with introductions and “ thoughts about salt”
 - Information sharing:
 - Information to Policy Meeting Group
 - Suggestions: develop a flyer to talk about the committee’s current accomplishments and future goals such as expanding membership.
 - Meeting notes (8/20/08):
 - Clarification on Salt Tours: Similar to other Water Education Foundation (WEF) tours covering locations impacted by salt or places working on possible solutions for salt. Due to the expansive area to cover, it could take 1 to 2 days for the tour. Money/funding required.
 - Meeting notes approved
 - Draft Strategy Planning (SP):
 - Followed State SP format with Mission, Vision, Values, Future Accomplishments.
 - Discussed/suggested proposed priorities:
 - Integrate public information among committees
 - Technical Advisory Committee (TAC) come up with Best Management Practices (BMP)
 - Suggest outreach and education activities
 - Develop cooperation with other CV-SALTS committees
 - Look at this committee as the vehicle to convey information of findings and status of the salinity policy group
 - Consolidate items (3/4/5) regarding stakeholder participation
 - Discussed/commented on projects near term
 - Recycled Water Policy coming up, Salinity Management Plan required
 - Outreach to IRWM – consider Water Management Strategy
 - Engage stakeholders

- Executive Committee to help with committee's direction
 - Video documentary in the Sacramento area
- Discussed/commented on Actions Longer-Term
 - TAC to research for low salt alternatives
 - Library plan tailored for next meeting
 - Crossover (tailored for next meeting?):
 - Air Resources Board impact
 - Pesticides
 - Dairies nutrients/salts
 - Department of Public Health
 - Septic Tanks
- Review 10 things you can do...
 - Comment and proposed language change for #3. Need to present facts on salt efficient water softeners.

Action: Revise #3 item, consideration of Mark's input
- Comments on logo
 - Proposed to be used for letterheads, flyers, memos
 - Clarification if logo is representing CV-SALTS. If so, other committees need to see it
 - The shorter version (for flyers) need editing. No mention of CV-SALTS.
 - Is the address in logo correct? Showing RWRQCB address

Action: Gail to find out which address should be used to represent CV-SALTS. Check short version logo with graphic artist.
- Update on Salt Documentary Distribution:
 - Documentary aired twice
 - Good feedback, generating interest
 - If copies needed, e-mail Beth (bstern@watereducation.org)
 - 8 and 22 minutes videos being done
 - Campaign underway to distribute to other CA stations, including NETA for national distribution
 - Suggestion to rent tape instead of buying it
- Next meeting date
 - Wednesday, October 22 2008, Rancho Cordova, possibly 9:00 am. Encourage participation, preparing for the Policy Group Meeting October 30th.
- Other:
 - Clarification on who the stakeholders are
 - Calculation of salt footprint
 - Agencies (ACWA, CASA) to develop salt part of the Recycled Plan (?)
- Possible agenda items for next meeting
 - Budget for short term actions
 - Library project
 - Cross media symposium
 - Definition of Stakeholder
 - Develop power point presentation of Committee's accomplishments